

PATENT Customer No. 22,852 Attorney Docket No. 08011.0138

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re A	application of:)	
John Ferber et al.) (Group Art Unit: 2756
Serial	No.: 09/610,197)	Examiner: Unassigned
Filed:	July 1, 2000)	
For:	OPTIMAL INTERNET AD PLACEMENT)	
Assistant Commissioner for Patents Washington, DC 20231			
Sir:			

REVOCATION OF POWER OF ATTORNEY AND GRANT OF NEW POWER OF ATTORNEY

The undersigned, a representative authorized to sign on behalf of the assignee owning all of the interest in this patent, hereby revokes all previous powers of attorney or authorization of agent granted in this application before the date of execution hereof. The undersigned verifies that Advertising.com is the assignee of the entire right, title, and interest in the patent application identified above by virtue of an assignment from the inventors recorded in the U.S. Patent and Trademark Office at Reel 011327, Frame 0027. The undersigned certifies that the evidentiary documents have been reviewed and to the best of the undersigned's knowledge and belief, title is in the assignee Advertising.com.

The undersigned hereby grants its power of attorney to FINNEGAN, HENDERSON, FARABOW, GARRETT & DUNNER, L.L.P., Douglas B. Henderson, Reg. No. 20,291; Ford F. Farabow, Jr., Reg. No. 20,630; Arthur S. Garrett, Reg. No. 20,338; Donald R. Dunner, Reg.

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Please send all future correspondence concerning this application to Finnegan, Henderson, Farabow, Garrett & Dunner, L.L.P. at the following address:

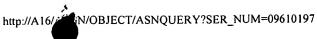
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Dated: May **23**, 2001

Scott Ferber

Chief Executor Officer Advertising.com





Day: Friday PALM INTRANET Date: 8/3/2001 Time: 09:14:46 Assignment Serial Number Information for 09/610197 Total Assignments: 1 Patent Number: Serial Number: 09/610197 Issue Date: 00/00/0000 Filling Date: 07/01/2000 Related Patent Numbers: Title: OPTIMAL INTERNET AD PLACEMENT Applicant(s): FERBER, JOHN B. || FERBER, SCOTT || KRETSINGER, STEIN E. || LUENBERGER, ROBERT || LUENBERGER, DAVID Reel/Frame(s): 011327/0027 #1. Reel/Frame # 011327/0027 New App Fil Rcpt Date: Reel: 011327 Frame: 0027 Mailroom Date: 12/06/2000 00/00/0000 Assignments Date: 12/14/2000 Date Mailed: 02/21/2001 Number of Pages: 0 Date Recorded: 12/06/2000 Return Address: Assignor Exc Date Assignee : ROBERTS ABOKHAIR ADVERTISING.COM 11/30/2000 FERBER, JOHN B. & MARDULA, LLC THE TIDE BUILDING 11/30/2000 FERBER, SCOTT JON L. ROBERTS, ESQ. 1010 HULL STREET, SUITE KRETSINGER, 11/30/2000 11800 SUNRISE STEIN E. 200 VALLEY DRIVE **BALTIMORE MARYLAND** LUENBERGER, 11/30/2000 **SUITE 1000** 21230 ROBERT RESTON, VA 20191 LUENBERGER, 11/30/2000 DAVID Brief: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS). Search Completed: No More Records to Display. Search Another: or Reel/Frame# or Patent# Serial# Search Search Search To Go BACK Use BACK Button on Your BROWSER Tool Bar)

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